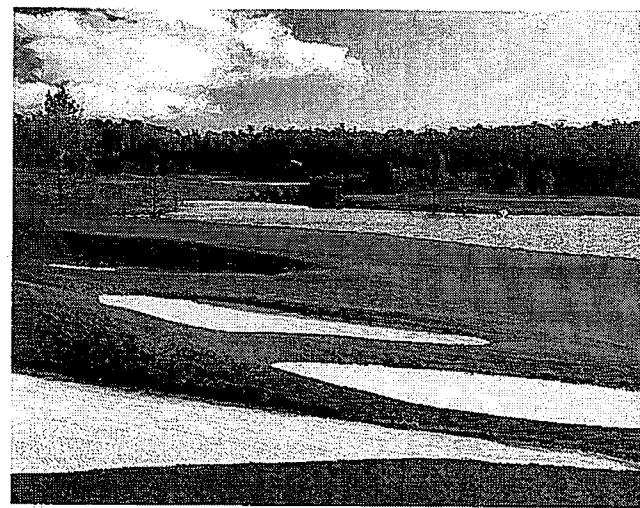


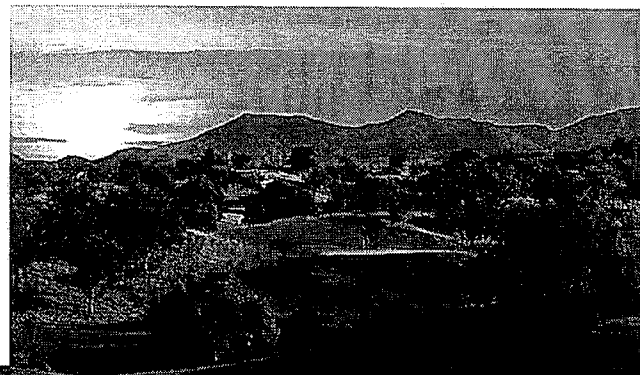
Redgate Golf Course

Request for Information • March 23, 2010



Submitted By:

WESTERN GOLF
PROPERTIES



Business Contact

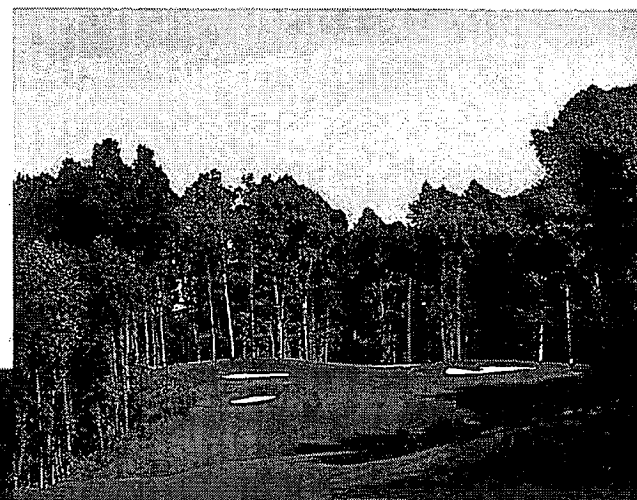
Robert Heath
Western Golf Properties
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Communique

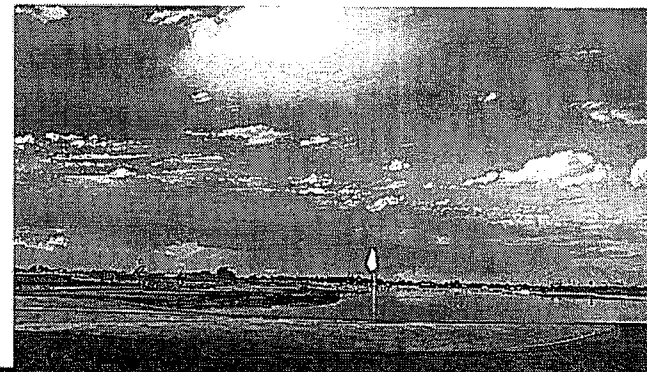
As one of the industry's leading golf management companies since 1985, our goal is not to maximize the number of courses managed, but rather to concentrate on offering superior service to a select number of premium daily fee, resort and private courses all across America. We are a relationship based company that views our owners as partners. We have enjoyed long standing owner relationships based on the expertise, results, and service that we provide each and every owner we work with.

We believe in offering all our clients attentive and hands-on service in all aspects of operations. Our Corporate office takes a proactive role in the daily management of each Club. In addition to our Club staff we provide our owners access to a network of professionals and internal resources that specialize in developing progressive and customized solutions for our facilities. By the nature of the geographic location of several of our Mid-Atlantic properties, we are that much more accessible to your facility and will have Corporate officers on-site on a regular basis.

Over the past twenty-five years Western Golf Properties has been a management and consulting resource to some of the Country's most distinguished Clubs. Our customized and personalized approach to management and service has been demonstrated at the following award-winning Clubs: Pelican Hill Golf Club, Stonewall Golf Club, Tournament Players Club Valencia, Reflection Bay Golf Club at Lake Las Vegas, The Falls Golf Club at Lake Las Vegas, South Shore Golf Club at Lake Las Vegas, Falcon's Fire Golf Club, and Las Campanas Golf Club.

Western Golf Properties prides itself on developing and managing properties course by course, identifying that each golf course requires its own individuality. Instead of shaping courses to fit a pre-determined mold, we create a custom-tailored business, operations and marketing plan for each selected property, working proactively to provide services that meet our constantly rising standards and our determination to responsibly manage expenses and drive revenues.

Our experience working with over a hundred different golf properties world-wide, and specifically our familiarization in the Mid-Atlantic region, provides us with great insight into smart business practices and operational efficiencies that provide our managed facilities with quality conditioning, exceptional guest service and the desired return on investment. We are confident that we can greatly improve your operations and make a positive impact to delivering you the financial results you desire.



Qualifications of Firm

*Joe Black**Founder & Director*

In 1985, Joe Black built upon the idea to grow a company that would offer its clients the highest level of professionalism and commitment to excellence and developed Western Golf Properties. For nearly twenty years Joe Black served as President of Western Golf Properties and established a standard for management and service that to this day is highly regarded within the industry. His commitment to the game of golf is a testament to all that know him and his legacy will continue for decades to come.

Since beginning his career as a PGA Tour player in 1955, Joe Black has maintained an ongoing commitment to the game of golf. Black has served in every national office of the PGA of America climbing the ranks from Treasurer to the most prestigious honor of President. He has also served as Chairman for the Ryder Cup Matches, the PGA Championship, Senior Championship and Club Professional Championship and has served as Vice Chairman of the Board for the Golf Course Superintendents Association of America and was elected to the Texas Golf Hall of Fame. Black is a distinguished member of the PGA of America Hall of Fame.

*Robert Heath**President & CEO*

By developing partnerships with Owners, Heath provides the knowledge and guidance to create and implement financial and operational goals. Heath adheres to the philosophy of providing a custom tailored management approach to each course as to not fill a pre-determined mold creating an individuality that sets our Owners' courses apart from the masses. His experience and expertise also extends into the development side of the industry by working on strategic planning for golf courses and their communities. During his tenure as President & CEO, Western Golf Properties has earned recognition as one of the Fastest Growing Management Companies of 2005. Well respected within the golf industry for more than two decades, Heath has a strong background in public,

private and resort golf. Heath has been named the Southern California PGA Resort Merchandiser of the Year for his work at Pelican Hill Golf Club and was instrumental in the success of two Senior PGA TOUR events while at Wood Ranch Golf Club.

*Christina Khamis**Vice President of Sales & Marketing*

Khamis directly oversees the marketing and sales activities company-wide for Western Golf Properties as well as spearheads the development and implementation of strategies in order to maximize revenue potential and attain financial goals for each managed property. With over a decade of experience at Western Golf Properties, Khamis has been at the industry forefront of developing customer retention programs which have significantly heightened revenue performance. During her tenure, Khamis has led the marketing department to be recognized by Golf Inc. with awards for Marketing Excellence in 2004 and 2005 in the categories of Best Overall Campaign, Print Advertising and Email Advertising.

Khamis has served as Western Regional Marketing Director for Western Golf Properties, where she oversaw strategies for marketing and sales for such award-winning facilities as Pelican Hill, Oak Creek and Meadows Del Mar Golf Clubs. Her golf marketing expertise coupled with experience working for an advertising agency and public relations firm has led to her successful marketing and sales efforts with Western Golf Properties.



Qualifications of Firm

Michael Viola**Chief Financial Officer**

Viola oversees all financial aspects of Western Golf Properties. Through strategic planning, financial reporting and analysis, Viola manages and controls risk to the predetermined budgets and monitors expenditures in order to effectively maximize profit. Viola plays a leading role to create and implement the overall corporate strategy while confirming that revenues and margins continuously improve.

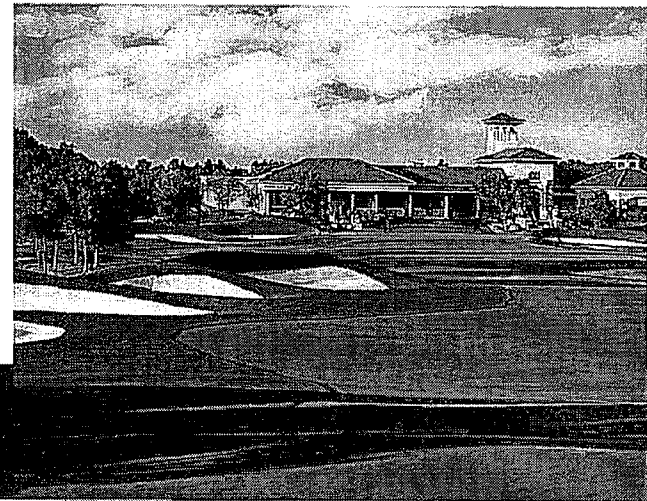
Viola's key objective and responsibility is working in concert with Owners and managers to achieve consistent profitability while exceeding performance objectives. His financial expertise has been refined through his variety of positions at such distinguished corporations as KPMG, Whirlpool, SBC and Taco Bell.

Rob Ford**Vice President of Golf Operations**

In the role of National Director of Golf Operations, Ford holds the responsibility of directing and managing golf operations for all properties currently under management of Western Golf Properties. By overseeing each Director of Golf at managed facilities, Ford ensures that Corporate objectives, policies, programs and fiscal practices are implemented, administered and maintained to the standard of Western Golf Properties. He is responsible for maintaining the standards of service and quality of management in which Western Golf Properties provides to each Owner as well as our Clubs' guests. Additionally, Ford provides Club Staff and Owners with pertinent information on the latest industry trends and operational efficiencies. Ford's tenure with Western Golf Properties dates back thirteen years. Ford has served as Director of Golf at several award-winning facilities, including the Western Golf Properties managed Stonewall Golf Club in Virginia as well as Pelican Hill Golf Club and Oak Creek Golf Club. Ford's operational expertise coupled with his business savvy has placed him at the forefront of the Western Golf team.

Frank Denniston**Corporate Director of Food & Beverage Operations**

All food and beverage operations at each Western Golf Properties managed property including concepts, menu collaboration, corporate management and the leadership of field operators is facilitated through Denniston. His expertise is engaged in all phases of restaurant and catering operations with major responsibilities including conceptualization, organization, operations analysis and improvements. In addition to his leadership and operations, Denniston is also responsible for the solicitation, selection and procurement of economically viable national accounts with food and beverage and hospitality vendors to provide substantial savings to our Owners while not compromising quality and service to our guests. Denniston has been called upon to head up new divisions of Western Golf Properties in the areas of hospitality and procurement and serves as president of Western Golf Procurement and Western Hospitality Group.



Qualifications of Firm

"All of us at Fazio Golf Course Designers have enjoyed our working relationship with Western Golf. Our collaboration on many successful projects has been a rewarding experience, and we are proud to be associated with such a fine organization."

- Tom Fazio
Golf Course Designer

"We selected Western Golf Properties to manage our TPC course because of their excellent reputation and true passion for the game of golf. With their expertise in management and business strategy, our course is reaping the benefits of increased revenues and enhanced customer service."

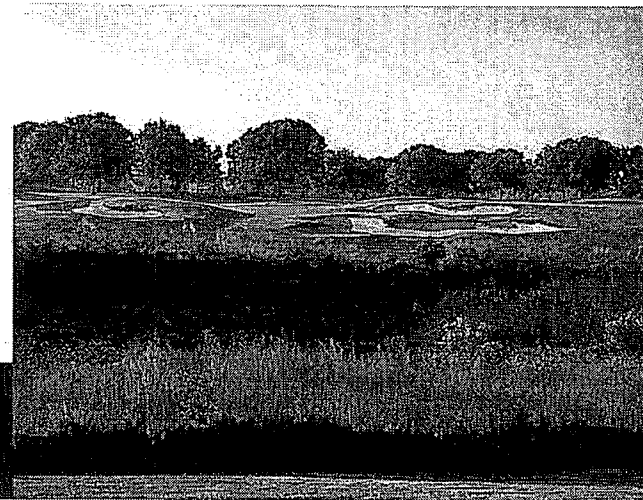
- Gregory H. McWilliams, President
Newhall Land
Owner, Tournament Players Club of Valencia

"Western Golf Properties has done an excellent job of maintaining and managing several courses of our design over the past eight years. We enjoy working with them and recommend them as highly qualified to add value to any golf facility."

- Arthur Hills, Golf Course Architect
Arthur Hills/Steve Forrest & Associates

"Western Golf has been a great resource for us and our clients on a variety of projects, large and small. They bring to the table a diverse skill set for the golf industry, and a deep understanding of how all of the elements of development affect the operations side. Best of all, I've found they are truly passionate about the game, which keeps us both working in tandem towards an ultimate goal."

- Todd Eckenrode, Golf Course Designer
Todd Eckenrode - Origins Golf Design



Qualifications of Firm

We help our owners to understand their property better, allocate their resources better, understand their financial commitments and gain control of their operation. Amongst the first to offer golf management services, Western Golf Properties has pioneered the operations of some of the country's most elite Clubs. We pride ourselves on creating effective business practices and streamlining operational efficiencies.

Western Golf Properties remains one of the top golf course management companies because of its experience and attention to each individual course. The attentive, hands-on management of every aspect of the golf experience remains the heart and soul of our reputation, a major distinguisher from other golf course management companies. We don't just work for our clients; we work with them to ensure the best formula by which to operate.

Our Corporate office is located in Orange County, California and is where our national network of golf operations, food & beverage, sales, marketing, financial, merchandise, human resource, construction and agronomy specialists are readily accessible.

Golf operations for our Clubs are led by a qualified, experienced Class "A" PGA Director of Golf, who is augmented by a complete staff of highly skilled professionals. Our seasoned Directors of Golf are proficient in

implementing our smart business practices to ensure guests have the best possible experience while visiting the Club.

Whether upon arrival at valet, guest check-in, interfacing with the starter, shopping, or their on-course marshal experience; we pride ourselves on handling each customers' "service touches" with great personal attention. Our employees receive extensive service training and possess an excellent understanding of our guests' expectations and the services that we provide.

The Clubs we manage that have practice facilities and golf learning centers are operated to meet the Club's needs, market demands and address special opportunities within the marketplace. The practice facilities may range from limited teeing stations to expansive, all encompassing teaching centers with practice chipping, pitching and putting surfaces, as well as complete practice holes. There is no single format; it depends solely on the individual Club.

We staff our Clubs with certified PGA golf professionals that offer guests an array of teaching styles and philosophies to garner the best results for their students. We don't manage facilities that just teach golf; we manage facilities that teach golfers how to play better and enjoy the game.

Western Golf Properties has received numerous awards and accolades for our Golf Shops Retail Operations including:

"TOP 100 GOLF SHOP OF ALL-TIME"

Golf World Business

"PGA MERCHANDISER OF THE YEAR - PUBLIC"

PGA of America



Golf Operations

The primary reason that a Club is successful is the positive level of the total golf experience, and the first consideration is the golf course. Western Golf Properties carefully selects golf course Superintendents and Agronomists who are experts with turf and vegetation characteristics of specific geographic regions. All of our Superintendents are Class A members of the Golf Course Superintendents' Association of America (GCSAA) and are active in continued education. Because of our vast experience in the operations of high profile facilities, we receive highly qualified candidates actively seeking to become part of our team as well as have a network of talent to recruit from.

Our reputation for maintaining immaculate playing conditions in the different growing regions throughout the country has given us high

marks in the industry. Our ability to maintain quality conditions that are representative of the owner's expectations and resources has developed and been refined over the past twenty-four years. Preventative maintenance programs are tailored specifically to meet the needs of the existing turf species as well as the requirements of the residents and guests.

Our course maintenance standards are the highest in the industry. Under the direction of our National Director of Agronomy, Western Golf Properties' Superintendents provide our owners with the utmost quality playing conditions by skillfully managing people and departmental budgets. Additionally, there is a high level of attentiveness to environmental sensitivity.

*Our experience maintaining Award - Winning Clubs
has earned us distinguished National recognition.*

4 1/2 STAR AWARD, PLACES TO PLAY, GOLF DIGEST

Pelican Hill Golf Club, Ocean North & Ocean South
Reflections Bay Golf Club
Southern Dunes Golf & Country Club

BEST GREENS IN STATE, GOLF DIGEST

MetroWest Golf Club

BEST PLACES TO PLAY, GOLF DIGEST

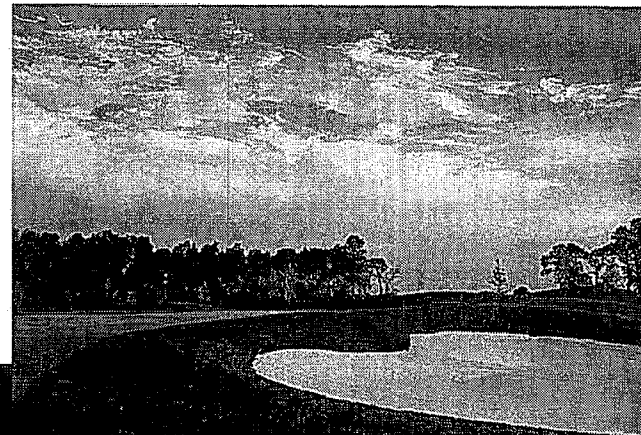
Stonewall Golf Club

BEST NEW PRIVATE COURSES, GOLF DIGEST

TPC Snoqualmie Ridge Golf Club

**95% APPROVAL RATINGS ON COURSE
CONDITIONS**

Via our independent secret shop program



Agronomy

It has long been the ideology of Western Golf Properties to abandon the industry-old philosophy that food & beverage is an amenity to the golf experience. Conversely, we view and position each of our managed facilities at the cutting edge of this constantly changing and highly lucrative profit center, always tracking guest and product trends. We specialize in positioning our facilities by developing comprehensive, award-winning culinary and beverage strategies that deliver significant ROI.

We pride ourselves in our management team of seasoned, industry leading, hospitality professionals that include experienced Executive Chef's and Sommelier's which provides our managed properties with progressive and innovative techniques and practices.

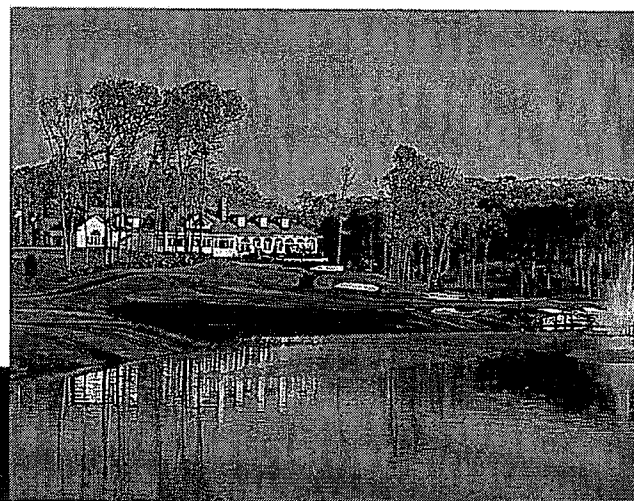
Each Clubs' Food & Beverage team possesses a culture that each and every contact with a guest is an opportunity to provide an experience that will exceed one's expectations demonstrating warmth, graciousness, efficiency, knowledge, professionalism and integrity that is reverberated with each

Based on our success in operating and generating revenues in the area of Food and Beverage, Western Golf Properties created a subsidiary named Western Hospitality Group which specializes in the professional management and consulting of Food and Beverage operations to non-Western Golf Properties managed facilities.

and every employee, that creates an atmosphere that is comprehensive and exceptional in its attention to every detail of the operation.

We find great value in the voice of our customers and believe a successful dining operation is the blending of the customers' needs and the expertise of the operational execution. We continually refine and enhance our restaurant as well as on-course menu programming based on menu popularity and dining traffic patterns while maintaining the set targeted margins.

Western Golf Properties has been extremely successful in developing the sales and service of special event business. We understand that weddings, banquets and tournaments are a critical component of running a well executed food and beverage profit center. We have the ability to provide the licensing requirements and understand the Health Codes associated with running a Food & Beverage operation in California.



Food and Beverage

Customer Service is at the forefront of our company's philosophy and we have recognized that Customer Retention is a key factor in the continued success of our managed Clubs. Western Golf Properties is committed not only to hiring qualified personnel, but to continued education, training and evaluation of our staff.

We will select, train, manage and monitor performance levels to guarantee quality golf operations, and provide ongoing training to improve knowledge and skill levels. Unique to Western Golf Properties managed Clubs, Club staffs are enrolled in our Learning About Behavior "LAB" Customer Service Training Program. The LAB program is an extensive, interactive and on-going training approach focused on the development and refinement of guest service skills.

In addition to our LAB customer service training

A variety of methods to measure service performance levels are implemented.

- Secret Shopper*
- Corporate Monthly Site Visits*
- Golf and Food & Beverage Surveys
- Online Surveys
- Daily Management Walk-Through
- Suggestion Box



Customer Service

Included with a Western Golf Properties management contract are the services of the Marketing Department. These services include development of marketing strategies and campaigns, branding, public relations, media placement, art direction, copywriting, competitive analysis, media event planning and graphic design.

We understand the importance of our owners' brand and have created an in-house marketing agency to ensure that brand integrity and consistency is always adhered to. These services are included in our full-service management fee and offer our clients an amazing savings on what would normally be contracted out. We believe in spending our owner's dollars on the branding and promotion of their Club, not on our Western Golf Properties brand. The goal for each of our managed Clubs is to establish the appropriate positioning within each of our courses' marketplace and ensure that we deliver upon the goals and objectives set forth in the Annual Marketing and Sales Plan.

Through the analysis of the competitive set in conjunction with a thorough review of the current operation, an Annual Marketing and Sales Plan

Per the National Golf Foundation, 2008 rounds were down nationally 1.8% over 2007. Western Golf Properties managed facilities enjoyed on average a 10% increase in overall rounds year over year. Because of our proactive management style we are able to adjust to an ever-changing economic environment and ensure that our Owners benefit from specific marketing initiatives and programs.

will be created to focus on making specific recommendations regarding positioning and marketing of Redgate Golf Course. Under the supervision of the Western Golf Properties Vice President of Sales & Marketing, a Director of Sales will be responsible for selling and maintaining tournaments, events, hotel, dining and banquets for the Club and implements the customized marketing strategy with the goal of meeting and exceeding budgetary goals.

Our team has had experience working with hospitality partners as well as local and state tourism councils to drive successful cooperative branding and program specific campaigns. We believe with our knowledge of the Mid-Atlantic market we can increase traffic and drive revenues to Redgate Golf Course.



Sales and Marketing

Our Reputation is Built one course at a time.

Since 1985, Western Golf Properties has provided development, management and consulting services to dozens of prestigious golf properties around the globe, including these world- class facilities:

ARIZONA

Arrowhead Ranch Country Club, *Glendale*
 DC Ranch Golf Club, *Scottsdale*
 Desert Highlands Golf Club, *Scottsdale*
 Estrella Mountain Ranch Golf Club, *Goodyear*
 The Golf Club at Desert Mountain, *Scottsdale*
 The Golf Club at Eagle Mountain, *Fountain Hills*
 Heritage Highlands Golf & Country Club, *Marana*
 Los Altos Hills Golf Club, *Fountain Hills*
 Prescott Lakes Country Club, *Prescott*
 The Ridge at Sedona, *Sedona*
 Saddleback Ranch, *Scottsdale*
 Scottsdale Country Club, *Scottsdale*
 Sedona Golf Resort, *Sedona*
 Superstition Mountain Golf Club,
Superstition Mountain
 Thunderbirds Golf Club, *Phoenix*
 Tonto Verde Golf Club, *Rio Verde*
 Verde Valley Ranch, *Clarksdale*

CALIFORNIA

Aviara Golf Club, *Carlsbad*
 Borrego Springs Resort, *Borrego Springs*
 Heritage Hills, *San Diego*
 Heritage Palms Golf & Country Club, *Indio*
 Lodestar Golf Club, *Mammoth Lakes*
 Del Mar Resort & Golf Club, *Del Mar*
 The Meadows Del Mar Golf Club
 (The Grand Golf Club) *San Diego*
 TPC at Valencia, *Valencia*
 Oak Creek Golf Club, *Irvine*
 Ocean Trails Golf Club (Trump National Golf Club),
Rancho Palos Verdes
 Pelican Hill Golf Club, *Newport Coast*
 Rancho La Sierra, *Riverside*
 Rancho Santa Fe Farms Country Club,
Rancho Santa Fe
 Rancho San Marcos Golf Club,
Rancho San Marcos
 Rancho Vista Golf Club, *Palmdale*
 Serrano Country Club, *El Dorado Hills*
 Shady Canyon Golf Club, *Irvine*
 StoneTree Golf Club, *Novato*
 Woods Valley Ranch, *Valley Center*

COLORADO

Coal Creek Golf Course, *Louisville*
 Blackstone Country Club, *Aurora*
 Eagle Ranch Golf Club, *Eagle*
 Heritage Eagle Bend Golf & Country Club, *Aurora*
 Heritage Todd Creek Golf & Country Club, *Thornton*
 Red Hawk Ridge Golf Course, *Castle Rock*

DELAWARE

Heritage Shores Golf & Country Club, *Bridgeville*
 Plantation Lakes Golf Club, *Millshoro*

FLORIDA

Bardmoor North Golf Club, *Largo*
 Bayou Club, *Largo*
 Falcon's Fire Golf Club, *Kissimmee*
 Indian River Club, *Vero Beach*
 Lost Key Plantation, *Perdido Key*
 LPGA International, *Daytona Beach*
 MetroWest Golf Club, *Orlando*
 Southern Dunes Golf Club, *Haines City*
 World Woods Golf Club, *Homosassa*

Showcase

HAWAII

Big Island Country Club, *Kona*
 Hue Hue Golf Club, *Kona*
 Kaumana Country Club, *Hilo*
 Waikoloa Beach Resort, *Kona*

IDAHO

Indian Island Golf Club, *Boise*
 Teton Reserve, *Driggs*

ILLINOIS

The Golf Club of Illinois, *Algonquin*
 Harborside International Golf Club, *Chicago*
 Seven Bridges Golf Club, *Chicago*
 Stonebridge Country Club, *Aurora*
 Stone Creek Golf Club, *Urbana*

MARYLAND

Thousand Acres Lakeside Golf Club, *Swanton*

MISSOURI

The Bluffs, *St. Louis*

NEVADA

Canyon Gate Country Club, *Las Vegas*
 The Falls Golf Club at Lake Las Vegas Resort,
Henderson
 Lightning "W" Ranch, *Carson City*
 Reflection Bay Golf Club at Lake Las Vegas Resort,
Henderson
 Redhawk Golf Club at Wingfield Springs, *Sparks*
 South Shore Golf Club at Lake Las Vegas Resort,
Henderson

NEW MEXICO

Las Campanas Golf Club, *Santa Fe*

PENNSYLVANIA

Treesdale Golf & Country Club, *Adams/Marrs*

SOUTH CAROLINA

Wild Wing Plantation, *Conway*

TEXAS

Heritage Ranch Golf & Country Club, *Fairview*

VIRGINIA

Colonial Heritage Club, *Williamsburg*
 Heritage Hunt Golf & Country Club, *Gainesville*
 Stonewall Golf Club, *Gainesville*

WASHINGTON

TPC Snoqualmie Ridge Golf Club, *Snoqualmie*

WISCONSIN

Green Bay Country Club, *Green Bay*

CANADA

Stewart Creek Golf Course at
 Three Sisters Resorts, *Calgary, BC*

INDONESIA

Rainbow Hills Country Club & Resort, *Jakarta*

SCOTLAND

Loch Lomond Golf Club, *Loch Lomond*

THAILAND

Friendship Meadows Country Club, *Bangkok*

Clubs Under Current Management

Coal Creek Golf Course - *Louisville, Colorado*
 Heritage Ranch Golf & Country Club, *Fairview - Texas*
 Heritage Shores Club - *Bridgeville, Delaware*
 Heritage Todd Creek Club - *Thornton, Colorado*
 Rancho Vista Golf Club - *Palmdale, California*
 Regency at Dominion Valley - *Haymarket, Virginia*
 Stonewall Golf Club - *Gainesville, Virginia*
 Thousand Acres Lakeside Golf Club - *Swanton, Maryland*
 TPC Valencia - *Valencia, California*

** Green highlights courses managed over the past five years*

Showcase

A: Western Golf Properties managed facilities enjoy on average a 10% increase in overall rounds year over year. Because of our proactive management style we are able to adjust to an ever-changing economic environment and ensure that our Owners benefit from specific marketing initiatives and programs.

B: All of our management contracts are heavily incentivized towards achieving mutually beneficial results.

C: The goal of the entire operations would be to eliminate any subsidies from the General Fund.

D: In addition to the traditional forms of Marketing referenced in this presentation, Western Golf Properties has invested in establishing innovative and cost efficient methods to marketing to ensure that we deliver our clients the desired level of retention and broaden their client base. We would recommend a review of Redgate Golf Course's guest communication plan and offer the below offerings to enhance their marketing and sales efforts.



Recommendations

Western Golf Properties provides its managed facilities with the utmost in electronic marketing mediums and innovation; all of which garner increased market share and bolster retention. We offer the same if not more than our management competition.

EMAIL MARKETING

The Western Golf Properties' Marketing Technology Plan, otherwise known as EMPower, is our e-mail database application that enables Western Golf Properties managed courses to create and maintain an active database of residents and guests. Our platform:

- Centralize residents and guests' data to turn information into knowledge in support of marketing initiatives.
- Analyze residents and guests information to identify trends and to develop tailored promotions.
- Manage data to enable marketing efforts including e-mail promotions.
- Maintain data integrity.
- Improve operational efficiencies and marketing effectiveness.
- Measure marketing programs success utilizing online monitoring systems.

By utilizing the residents and guests information captured by the EMPower system, we can personalize the relationship with your residents to incent them to return to the course and restaurant through promoting monthly specials and events via email communication



Recommendations

FEATURES

Online Access

Since the database application is accessible via the Web, all functions can be performed from anywhere with Internet access and are accessible 24 hours a day, 7 days a week.

Integrated Data Collection

Data is collected directly from your customer via the Web site and existing systems as well as from your tee sheet and POS systems. The tee sheets and POS systems will auto-populate the database nightly, eliminating any need for data entry or data "sync"ing.

HTML E-mail Generator

The administrative interface allows you to create and edit messages on the fly, cutting and pasting from word processing documents. You can also store e-mail messages for repeat use. Customers who cannot receive HTML e-mail automatically receive a plain text alternative message. All e-mails provide recipients the option to unsubscribe at any time, critical for effective permission-based marketing.

The e-mail generator will drive traffic to your Web site by including clickable links to specific pages within the messaging. Customers access the relevant page on your Web site directly. These links too can be edited and added on the fly.

BENEFITS

- The HTML e-mail generator can assist in filling in open tee times at your courses. E-mails are sent to specified targets or groups, taking advantage of the identified trends and attributes and allowing you to manage your tee sheet real-time.
- The system also allows you to test messages to your Customers to determine price points or copy that converts directly to sales. By sending e-mail blasts to test groups of golfers from your database and measuring response and conversion rates, you can continually hone your strategy to optimize results.

Loyalty Program and Technology Implementation

By utilizing the customer information captured by the system, you can personalize the relationship with your customers and incent them to return to your course through promotions and loyalty programs. Send an e-mail to the customers who golfed the day before thanking them for their visit. Send birthday messages to customers in your database recognizing the occasion. Send e-mails directed to loyalty members offering discounts, notifying them of specials or warning them of the possible expiration of their membership. Customers can track their loyalty program status online through password protected "members only" sections similar to a frequent flier statement.

Recommendations

SOCIAL MEDIA NETWORKS

Western Golf Properties has engaged our managed facilities with such social media sites as Facebook and Twitter. Through building "fan" bases and "followers", each managed facility can target a captive audience that has opted into receiving information on club promotions and events. Through these sites, we market upcoming dining specials and events, special golf and merchandise promotions as well as membership incentives and programs.

SEARCH ENGINE OPTIMIZATION (SEO) & PAY PER CLICK (PPC) ADVERTISING

Search Engine Optimization allows us to specify key words and/or phrases within your website that are relevant to your target audience to provide heightened rankings with internet search engines such as Google, Yahoo, MSN, Bing and others. Through investing in this online marketing tool, your website will gain recognition within your competitive set to ensure your message is being reached by your targeted audience.

An enhancement to SEO efforts is Pay Per Click (PPC) advertising, which allows advertisers to pay search engines to host ads on their "results" page based on key word searches and pay only when their ad is clicked. PPC ads are seen above the search results and on the right hand side of the search results page. This advertising method can be easily regulated by naming your daily/monthly spending limits as well as the amount paid per click.

ELECTRONIC MARKETING REPORTS

Western Golf Properties supplies quarterly marketing reports to provide an overview of the results of the current efforts of Email Marketing and Search Engine Optimization (SEO). These reports track the website rankings month over month for each selected key word and/or phrase, provide analytical data including which pages are viewed most often by web visitors, how many web visitors come to your website and the highest referring search engines. In addition to the online marketing results, we also provide print outs of all emails that were sent during the quarter along with a tracking report which shows how many emails were sent and how many people opened the email.

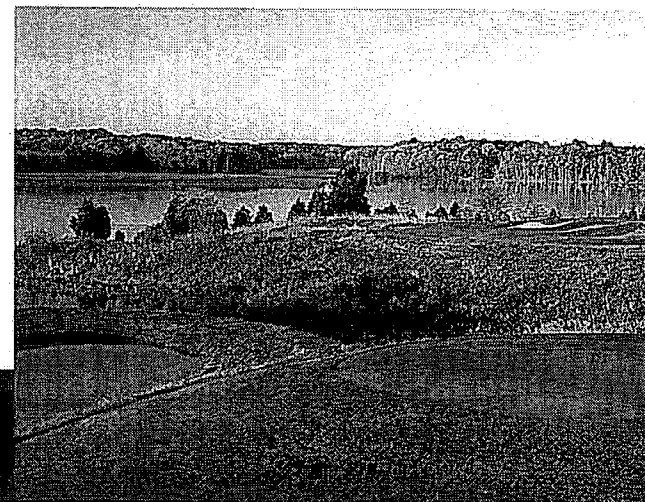
CUSTOMER RETENTION MANAGEMENT

Western Golf Properties has a CRM platform that enables our Sales staff the essential platform to track Membership profiles and information. This is a highly effective tool and plays an integral role in customer retention and communication as well as new lead generation and prospecting.

Recommendations

Western Golf Properties utilizes a web-based Public Relations platform to manage our local, regional and global relationships and communications with journalists, analysts, public officials and other key audiences. With access to a qualified audience of over 1.4 million and the ability to reach nationally and globally through PR Newswire, world leader in electronic delivery of news releases and information, we are able to specifically target our audience and tailor our messaging to provide the most relevant and newsworthy content while also enhancing our presence on the internet.

In addition to our communication with media, we also tailor of public relations efforts specifically to the residents and members in order to maintain an open communication on Club events and activities as well as a heightened awareness of the amenities and benefits associated with the Club.



Recommendations

E&F:

Western Golf Properties is committed to providing our clients with the very best service and management for their facility. We believe that communication is an integral part in maintaining successful owner relations and by providing our owners with a communication schedule we can showcase our professional management skills.

Annual Budget Presentation

A successfully managed Club begins with a clear roadmap. Because each of our owners have different operational and financial goals for how they would like their facility to be run we find it imperative to understand their objectives and then build a plan to achieve those stated objectives. Within the Annual Budget is a section dedicated to capital needs assigning budget as well as priority. To provide our owners with the best possible pricing on approved capital items, we have a procurement division that ensures that our clients receive the most for their allocated dollars. Our Annual Budget Presentation walks owners through that plan (including 5 year forecasting) along with the strategic thinking as to how we arrived at our solutions.

Monthly Financials

Upon completion and review of the monthly financials, Western Golf Properties compiles a detailed analysis of each department outlined within the approved Operating Budget. A review meeting is conducted by our National Director of Golf Operations with each owner to ensure that proactive measures are in place to ensure that we achieve budgetary goals.

Daily Financial Review

Western Golf Properties provides its owners, Corporate and Club staff with a daily report on revenues and expenses via our Point of Sale operating system.

Site Visits

The agronomy and operational standards Western Golf Properties sets for its managed Clubs are the highest in the golf industry. We conduct monthly site visits with a team of Western Golf Properties Corporate officers to evaluate each facility. This process ensures that our Clubs are performing to our high standards and are keeping costs within budget. These comprehensive reports are submitted to our owners along with an Action Plan on any items that require further attention.



Recommendations

G: Having operated municipal clubs, we understand the dedicate nature of resident vs. non-resident pricing and have been successful in maintaining rate integrity for all relevant segments. We are experts in developing and implementing customer loyalty and retention based programs. Our loyalty programs range from 500-1000 members and are effective managed via our customized communication programs from our corporate headquarters which enable our course staff have the time and resources needed to best service them to ensure we have continued support and retention.

H: Our staff of PGA Professionals is seasoned at coordinating successful tournaments and outings for both membership/loyalty based guests as well as corporate, charity and social occasions. Offering full service tournament coordination, our staff will assist with format recommendations, customized event signage, professional scoreboards, on course contests and banquet and reception planning.



Recommendations